

Researching and Buying Technology Products - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on researching and buying technology products.
- Launches and innovation by technology brands and retailers.
- The drivers affecting how consumers are researching and purchasing technology products.
- How consumers gather information relating to technology purchases.
- Purchase drivers for new smartphones, TVs and laptop computers.
- Factors influencing choice of retailer.
- Consumer attitudes towards researching and buying technology products.

49% of consumers say that "positive reviews would encourage me to make an expensive technology purchase (eg new TV) without seeing it in-store first". The pandemic has meant consumers have become increasingly confident about using digital channels for purchasing high-end technology products, further boosting their importance to brands and retailers.

Lockdowns and increased working from home has meant consumers have had more time to consider upgrading household technology. The home-orientated focus has created opportunities for smart devices as consumers look to digitally renovate their living spaces. Smart home security devices, such as the Ring doorbell and smart smoke alarms, as well as technology for upgrading home working environments, such as wireless headsets, keyboards, mice and smart plugs, will continue to benefit as consumers look for ways to improve their home working and leisure set-ups.

56% of consumers use three or more sources to inform their research when shopping around for technology products. Consumers are also using a blend of off and online approaches to inform their decision-making. Meeting consumers on the customer journey in the researching and decision-making process is a challenge for brands and marketers, requiring a multi-faceted approach to understand the drivers that can turn a browser into a purchaser.



"COVID-19 showcased the need for brands and retailers to have a robust digital presence as consumers relied on online platforms for researching and buying technology products."

– Joe Birch, Consumer Technology Analyst

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The twin factors of increased awareness of the environmental impact of technology and the ongoing semi-conductor shortage means that second-hand and refurbished products can make a greater impact with consumers. 47% of consumers say that they "would be happy to purchase refurbished technology products (eg laptop, mobile phone)". There is an opportunity for a mainstream retailer to push a trusted refurbished or 'green' line of technology products to cater to shortages and boost sustainable credentials.



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